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REPLY UNDER 37 C.F.R. § 1.116
EXPEDITED PROCEDURE
EXAMINING GROUP

UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
PATENT EXAMINATION BRANCH

In re Application of:
Isaac BENTOLILA *et al.*

) Examiner: Johnson, Alan M.

) Group Art Unit: 2623

For: SYSTEM AND METHOD FOR
BEHAVIORAL MODEL CLUSTERING IN
TELEVISION USAGE, TARGETED
CLUSTERING, AND PREFERENCE
ADVERTISING VIA MODEL PROGRAMMING
BASED ON BEHAVIORAL MODEL CLUSTERS

) Response to the Final Office Action
Dated November 30, 2006

Application No.: 10/043,698

Filed: January 9, 2002

RESPONSE TO THE FINAL OFFICE ACTION DATED NOVEMBER 30, 2006

Commissioner of Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir/Madam:

This is a Response to the Final Office Action dated November 30, 2006. Reconsideration is respectfully requested in view of the following amendments and remarks. If necessary, please charge any required fees or credit any overpayment to our Deposit Account No. 01-1960. An additional copy of this page is enclosed for that purpose.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 9 of this paper.